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Results

Drive for Success Project
Lynbrook High School
"Curbs Business Leaders of America
Partnership and Business Project"
2013-2014

Genesh V. Iyer
Project Leader
Head of Information Technology
Tesla Motors

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"I came to the conclusion that we should aspire to increase the scope and scale of human consciousness in order to better understand what questions to ask."

- Elon Musk, Co-Founder and CEO of Tesla Motors

INTRODUCTION
The concept of aspiring to increase scope lies at the heart of what human beings strive for; success. With the growing scarcity of gasoline, it becomes more and more necessary to look towards alternatives when it comes to sources of energy. Having realized the need for this shift in thought, Lynbrook High School Future Business Leaders of America’s (FBLA) partnership with Tesla Motors was established in order to educate the community about the importance of investing in businesses that encourage innovation in the electric car industry while inspiring students to lead the change they wish to see. Having partnered with one of the leading companies in electric vehicle technology, Lynbrook FBLA initiated a mutually beneficial relationship that increases Tesla’s presence in the market while FBLA members engage in five different fields of business and learn about their interdependency. By splitting the membership into five different subcommittees, each with their own three phases: research, development, and outreach, the project modeled the operations of a small business. The project liaison, Ganesh V. Iyer, Head of Global IT at Tesla Motors served as an important link between Tesla Motors and Lynbrook FBLA. Over 200 members and over 50 professionals contributed to the project, and took great pride in not only being a part of something that challenged people’s ideas but also in having an impact on Lynbrook FBLA, Tesla Motors, and the community. As a result, the project fueled progress and innovation.

- Susmitha Bhat, Project Chair

PROJECT GOALS
Tesla Motors has succeeded thus far due to its innovative capability and their strong adherence to their mission statement. Since the partnership mirrors many of Tesla’s business operations, the project centers around one main goal. The main vision for the 2013-2014 Partnership with Business Project was defined early in July as the following:

To raise awareness and educate the community about the sustainability and revolutionary power of electric cars, while broadening the consumer base of Tesla Motors through focused analysis of business concepts associated with the electric car industry.

Because the project was divided into five subcommittees, one main goal was devised for each subcommittee.

FINANCE
To learn about both the financial aspects of the car industry and any associated financial trends, while simultaneously raising awareness throughout the community about the importance of renewable energy by creating a finance report that conducts cost-benefit analysis on Tesla vehicles and their competitors.

TECHNOLOGY
To conduct focused research on the technology behind the Tesla Model S, compare Tesla’s technology with that of other electric, hybrid and gasoline vehicles, and finally create an interactive web portfolio detailing the researched information, while sparking admiration for the innovative edge that Tesla has worked hard to develop through the distribution of the website, ultimately attracting new consumers.

ECONOMICS
To both educate elementary school, middle school, and high school students about the effect of economic principles on Tesla Motors as a business, and provide a medium to understand the technical reasons for why Tesla currently operates in certain ways given current circumstances.

PUBLIC POLICY
To explore the intersecting points of public policy and business for educational purposes, while in turn advocating and advancing legislation and reform through government means, easing consumer reservations about electric cars.

MARKETING
To learn about the methodical process that consultants engage in to market businesses, while applying those concepts to raise awareness about the importance of investing in electric vehicle technology throughout the community.

THEMES
Project officers realized that connecting the project with thematic trends would bring significance and overall purpose.

1. Not just the breadth of knowledge but also the depth
2. Each subcommittee caters to a different audience
3. Collaboration between subcommittees emphasizes the idea of interdisciplinary studies
4. Members practice both internal research and analysis of operations and external PR and outreach skills.
CHOOSING A PARTNER & FINALIZING THE PARTNERSHIP
After establishing that any successful partnership would entail a strong mutually beneficial relationship, early in June 2013, Project Chair, Susmitha Bhat constructed a plan to contact a range of businesses of different sizes and fields. Inspired to create a project that fostered peer to peer education, Bhat contacted businesses that encouraged creative learning. After building contacts through various conferences and networking events, Susmitha Bhat settled on businesses Box Inc., Warner Bros, and Tesla Motors. With their headquarters in Los Altos, CA, Box Inc. seemed like a suitable option because of its emerging technology in cloud content management. However with fewer than 900 employees, Bhat noted that the company’s finances were also proportionate, which would make the partnership less feasible. Warner Bros was at the other extreme in terms of size, but its established name in the entertainment industry would attract participation. However, after speaking with Lynbrook High School alumnus and VP of legal affairs, Michael Chang, Bhat decided that such a partnership would be difficult to engage with respect to the company’s incredibly vast time commitments. Finally, Bhat regarded Tesla Motors as an extremely viable option because of its modern in presence and size. Because Tesla’s technology is still in the process of growing and this business spends no money on advertising, Bhat realized that a partnership would bring useful and cost-efficient marketing to the company. Seeing this as the perfect opportunity to educate the community and Lynbrook’s student body about the social importance of Tesla’s technology, Bhat proposed the idea of a partnership to Head of Global IT at Tesla Motors, Ganesh V. Iyer. Excited about the prospect of working with Lynbrook FBLA students, Mr. Iyer finalized the partnership on September 26, 2013.

ROLES OF BUSINESS LEADERS
Having business leaders involved in the process of planning this partnership was crucial because they provided the team with further contacts and feedback regarding set activities and goals. Project Chair, Susmitha Bhat and Tesla Liaison, Ganesh V. Iyer engaged in weekly emails and in-person meetings to plan events that would ensure the success of the project. After finalizing the partnership, a meeting between Susmitha Bhat and Mr. Iyer solidified the goals for the project and finalized the means of following through with the set goals. By communicating plans back and forth, the real definition of a partnership was brought out, which helped to provide the membership with seamless and comprehensive events.

ROLES OF CHAPTER MEMBERS
The organization of each subcommittee and Subcommittee head reporting to the corresponding Project Officer brought structure and a sense of leadership to the project.

PROJECT OFFICERS
The Project officer team was determined early in October and consisted of Project Chair Susmitha Bhat, Vice-Chair Tara Pichumani, Public Relations officer Eric Wong, Treasurer Rahul Iyer, and Secretary Vaishnav Balaji. While Susmitha Bhat was in charge of planning out the partnership, supervising the events each subcommittee was in charge of, and overseeing the Economics Subcommittee, Tara Pichumani was in charge of project outreach and supervising the Social Policy Subcommittee. Eric Wong was in charge of the activities that were conducted in the Marketing subcommittee and was highly involved in the designing of promotional materials. Rahul Iyer not only supervised the Finance Subcommittee, but was also in charge of taking care of project finances and subsidizing the cost of the final culminating conference. Finally, Vaishnav Balaji looked over the Technology Subcommittee duties and took detailed notes during the officer meetings for future reference.

SUBCOMMITTEE HEADS
Chosen in early November, Subcommittee heads assumed the role in order to execute the events planned collectively by the members. Each subcommittee head then reported to the corresponding Project Officer for guidance and aid in planning. This method of organizing the project encouraged leadership roles beyond the five project officers, which urged members to build confidence in their work, one of the main FBLA goals.

SUBCOMMITTEE MEMBERS
Subcommittee members included all FBLA chapter members that were involved in the three phases of the project, whether it be research, development, or outreach. The amount of hard work members put in to build business skills, and learn business concepts was overwhelming and quite admirable, as the dedicated members always found ways to make every event or task a learning opportunity. This in turn inspired the project officer team to aim for further success.

COINING A PROJECT NAME
On November 20, 2013, the Project Officers decided to hold a project naming contest, incentivizing members through the chapter’s point system. Officers clarified that the name must emphasize the car industry and relate to the project’s goal of raising awareness about the electric car industry. After receiving excellent submissions like “Electrifying the Future” and “Powering the Road Ahead”, members ultimately chose “Drive for Success” because it evoked sentiments of vision and ambition, elements crucial to the success of any project.

BUILDING A PROJECT WEBSITE
Upon finalizing the project name, Project Officers stressed the importance of updating a website for the purpose of notifying members and documenting events. WordPress was finally chosen as the website that would best aid the team in relaying information and garnering feedback. The website (http://lhstesla.org/) included highlights of all events, quotes from members, and pictures from all events and presentations, as well as extensive graphic design and visuals to attract visitors.
In order to organize the project in a manner that would increase member involvement and provide a variety of learning opportunities, the project was split into 5 different subcommittees based on the career field of focus. These five subcommittees included: Finance, Technology, Economics, Public Policy, and Marketing. Each was divided into three phases, spread out evenly through the year to increase involvement. Each phase of the project mirrored the operations a business goes through in the process of planning and developing a product or service. While these five subcommittees set up their own schedules to plan, develop, and execute their duties, Project Chair Susmitha Bhat encouraged the interaction amongst the subcommittees in an effort to bring out the importance of interdisciplinary work. Each subcommittee worked on researching, planning and developing a final deliverable, whether it be a good or service, and finally field tested the deliverable to audiences of all ages for quality assurance.

**Finance Subcommittee**

The Finance subcommittee led by Finance Officer Rahul Iyer, and Finance Head Abhinav Muralmohan was designed in order to provide FBLA members with an opportunity to learn about both the financial aspects of the car industry and any associated financial trends, while simultaneously raising awareness throughout the community about the importance of renewable energy. The Finance subcommittee strived to achieve these goals by dividing the process into three steps: **Research**, **Development**, and **Outreach**. The plan was carefully followed in order to create the principle product of Finance, a professional Finance report.

**Research**

To successfully create a Finance report, the FBLA member base had to learn about finance and conduct research that would guide the contents of the Finance report. By having every member of the Finance subcommittee learn about trends regarding gasoline, alternative sources of fuel, and automobiles itself, members were able to create a comprehensive report, while having each member learn a lot about not only the automobile industry, but also about the importance of investing in alternate sources of energy.

**Development**

With highly educated members of FBLA all collaborating and working together to build the report, during the development phase, members began contributing the content for individual pages of the Finance report all correlating with the research they had engaged in.

**Deliverable**

The final report contained numerous user constructed graphs, as well as thorough analysis on cars and trends pertaining to clean technology. In order to involve all members in the Finance report, in December, members divided up the tasks which allowed everyone to participate. After the research, each individual used their research to write a five hundred word report on their topic using a rubric made by Subcommittee head, Abhinav Muralmohan. Members not only contributed their ideas and thoughts during meetings, but also covered a lot of ground at home during the research and development phases. The creation of the Finance report was a democratic process with contributions from over 50 finance members to write a incredibly extensive 50 page report. The collaborative process promoted an environment where members strived to improve their own contribution and their peers’. This sort of effort brought purpose to the final deliverable. The report was then thoroughly reviewed by the members, and sent to professionals for further examination.

**Outreach**

Any individual can simply put together a booklet and call it “professional”; however, the subcommittee recognized the importance of getting legitimate feedback from professionals constantly working in the industry. In order to accomplish this, during the outreach phase, members contacted extremely knowledgeable professionals to critique the Finance report in order to make it as accurate as possible. Project Chair, Susmitha Bhat contacted Ronald Matsui, a professional finance advisor to garner some feedback on the professionalism and substance of the Finance report. While Matsui was extremely impressed with the work that the Finance Subcommittee had engaged in, he had some valuable feedback regarding the strength of many of the arguments presented in report. In order to reconcile what was lacking, the Finance Subcommittee conducted yet another meeting to go over strengthening some of the weaker but potentially strong arguments. After reworking the Finance report, the Finance Subcommittee contacted Tesla Motors’ Head of Information Technology, Ganesh V. Iyer to read over the final report before publication and further outreach. Professionals outside of Tesla also gave their distinct perspective on the automotive industry and with their advice members were able to broaden our own understanding of the electric car industry.
The Technology Subcommittee, led by Kenny Yuan, and supervised by Vaishnav Baleji, focused on researching the technology in Tesla’s Model S, and comparing Tesla’s technology to that of the competitors’ electric and hybrid vehicles. Meetings were held weekly to discuss member progress, present findings, and educate members on the 3 phases of the project: Research, Testing, and Application.

RESEARCH

**PANEL PRESENTATION EVENT**

To familiarize the members with Tesla’s technology and overall vision, the Panel Presentation event held on December 4, 2013, was advertised to over 2,000 people through Facebook, school announcements, and emails. Tesla employees Ganesh Iyer and Shaun Phillips discussed Tesla’s focus in revolutionizing the car industry by encouraging event attendees to appreciate the innovative technology behind the vehicle. Phillips aptly said, “the Tesla Model S is essentially an iPAD on four wheels”, as he discussed the parallels between the technology and automobile industry and the necessity to invest in research and development in both industries. After a thought provoking question and answer session, attendees had a hands-on experience with both the Tesla Model S, and also the discontinued Tesla Roadster. They were able to get a closer look at the parts of the car and were guided by both the employees in their understanding of the functionality of the parts. This presentation led into the group research phase of the project.

![Tesla employees, Ganesh Iyer and Shaun Phillips educate Panel Presentation attendees about Tesla’s technology.](image)

**GROUP RESEARCH**

Subcommittee head Kenny Yuan then developed different topics about the specific portions of the car that members were to conduct research on in small groups. These subjects included the Model S brakes, motor, battery, touchscreen, and interior design. Groups were then provided with guiding questions about what components their technology was made of and the engineering behind their technology. Additionally, members prepared 30-second PowerPoint presentations in their groups and presented their information to the entire subcommittee during weekly meetings. This helped students discover more about the technology of the car and translate technical concepts into concise, straightforward presentations.

**TESTING**

The next phase of the Technology Subcommittee, testing, involved members working individually to test their information by gathering data on how the Tesla’s Model S technology components that they researched were superior to those of competitor hybrid and electric vehicles. During this period, members created a side-by-side technological specification comparison chart between their vehicle and the Model S. Members were asked to use specific numbers and information while comparing their vehicle to the Model S. Facts that were researched included: Dimensions, MSRP, Miles Per Gallon, Engine, Drivetrain, Transmission, Power, Torque, Range, Fuel Cost, Charge Time, Battery Type, and Motor.

**APPLICATION**

The final phase of the Technology Subcommittee, application, involved members using their charts and research to write an overarching report. Using the parts that they had researched, members signed up for real-world scenarios involving Tesla’s technology, such as battery fires, charging time, supercharger construction, drive capacity and range, and competition with other electric vehicle technology. With their assigned prompt, members had to analyze and write a report detailing how this aspect of Tesla’s technology affected marketability and business of the company as a whole. Researching these topics allowed members to integrate their ideas with members of the other subcommittees, such as Marketing, in order to improve the utility of the information. Through this collaboration a sense of interdisciplinary studies was encouraged and excited students who wanted to work with members in other subcommittees. The 2-page reports created by members included detailed recommendations to Tesla to improve the marketability and business of the specific aspect that was researched. The Technology subcommittee’s final deliverable resulting from this event was an interactive website portfolio. This website includes a summary of the students’ findings throughout each phase of the project, and detailed final reports that pop up when specific portions of the car are clicked. Overall, the Technology Subcommittee provided an opportunity for members to learn about the inner workings of the Tesla Model S, compare them to other hybrid and electric vehicles, create a report on real-world issues while collaborating with other subcommittees, and place these reports on a fully interactive website portfolio.

**DELIVERABLE**

The Technology Subcommittee’s interactive website ([http://thesubtech.com](http://thesubtech.com)) used to market Tesla’s technology.
The Economics Subcommittee led by Project Member Joshua Soong, and supervised by Project Chair Susmitha Bhat was created for the purpose of both educating elementary school, middle school, and high school students, as well as providing a way for the community to understand the technical reasons for why Tesla operates the way it does given its current circumstance. In order to reach both the younger students in elementary school and middle school, as well as those in high school, the subcommittee was divided into two main groups based on the audience they were targeting. While one group worked on the Poster Publishing project, the other worked on the planning and development of the Business Simulation activity. Each group set up a detailed three phase schedule that included research, development, and outreach, and adhered very closely to the plan in order to execute the ideas in a timely manner.

BUSINESS SIMULATION ACTIVITY
The Business Simulation Activity was aimed towards reaching the older students through an experiment would help members to understand how using the economics concepts as evidence can strengthen marketing plans. The analysis of the results of the business simulation event was presented to the student body in an effort to express the superiority of the Tesla Model S over the other cars that were showcased at the event.

RESEARCH
During the research phase, members formed groups and acted as salesmen and saleswomen who wished to sell a specific model of a car that their car company, Tesla, Toyota, Honda, Volkswagen, or General Motors, manufactures. Under each of these, the members creating the marketing pitches decided to choose one car on which to focus their research. In an effort to create diversity, the cars ranged from affordable to expensive, gasoline to hybrid to electric, and from family style to luxury, making it comparable to the actual car industry.

DEVELOPMENT
During the development phase, members worked on the logistics of the event and ways to engage the students who would listen to the pitches. After the industry research on income distribution, members created slips of paper with the amount of money each person had to spend on a car followed by questions about the rationale behind the purchase. While some members worked on determining the logistics of the event, others were heavily involved with creating presentations and poster boards to support their sales pitches.

DELIVERABLE
To maximize the purpose of the event, members created graphs to accompany a presentation that was given to the students in order to inform them about the results of the business simulation event. Members reached several important conclusions. While many decided to buy cars that were in their price range, if given more money, 78% of the students said they would be interested in buying a Tesla Model S, proving that the price point was the key obstacle for potential customers. The 22% of students that showed no interest in buying Tesla vehicles chose to buy the Audi R8 over the Tesla Model S, assuming that Tesla vehicles do not have the same range and power as an Audi R8. Collecting this sort of feedback helped gauge the information that was finally provided to Tesla. In a meeting with Tesla liaison Ganesh Iyer, Project Chair Susmitha Bhat presented the results of the Business Simulation event to garner some feedback about the analysis.

OUTREACH
During the outreach phase, the analysis that was drawn and the presentation that was created were presented followed by a question and answer session where students had the opportunity to verbally voice their rationale regarding their purchases. This open forum discussion increased involvement and sparked ideas about the importance of investing in Tesla vehicles, while uncovering some of the reservations students had regarding the price point. This phase also familiarized students with the inner workings of the automobile industry, which ultimately empowered them to make well-informed decisions.

POSTER PUBLISHING PROJECT
The Poster Publishing Project was aimed towards reaching the younger audience through kid-friendly visuals that would teach elementary and middle school students about basic economic concepts and the importance of understanding those concepts in order to become more informed consumers.

RESEARCH
During the research phase of the
project, members were encouraged to research and draw conclusions from various articles, internet sources, and textbooks to learn about eight different economic concepts that included capital resources, consumers, entrepreneurship, goods and services, market, price, scarcity, supply and demand, investing, and elasticity. Not only did they research the economic concepts, but more importantly they were aided in the process of drawing correlations between the researched concepts and how they impact the electric car industry. After researching these eight concepts, a survey was conducted to see which ones were most favorable to present to younger students in the form of colorful and representative posters. The membership then decided that the six they would like to focus on included consumers, market, price, supply and demand, investing, and elasticity.

DEVELOPMENT
In order to bring to life these six economic concepts, for the development phase, six very talented members got together and developed six posters, each illustrating an economic concept with an added description about the correlation between the concept and Tesla. Using the definitions and correlations that the research team had worked on, members Jenny Wu, Lillian Wu, Amanda Dai, Michelle Lang, Katherine H. Li, and Julia Wang developed the posters.

OUTREACH
During the outreach phase, Project Chair, Susmitha Bhat contacted several teachers and principals in the Cupertino Union School District to request the school hours needed to present to students. Through this, members were given the opportunity to present what they had researched and created by giving presentations at local elementary and middle schools. Students in these classrooms asked extremely relevant questions, which was an indicator to the presenters that the students were understanding the analogies that were created to present the information. What the members noticed was that while elementary school students tended to focus on understanding the basics of the concepts and how it pertains to Tesla, older students, were more occupied with how the economic concepts could be used to prove a point about the electric car industry as a whole. After observing this, members went back to revising their posters and thought about how they could focus more on the application of the concepts as opposed to simply being able to digest the basic information. To tackle this problem, they reworked the presentations by making the link between the economic concept and Tesla's circumstance more evident by adding in powerpoint slides that outlined the correlation. After retouching the presentations, members found that younger students were able to better grasp the connection to Tesla, which ultimately helped committee members market Tesla in a more relatable manner.

DELIVERABLES

While high product prices naturally encourage reservations, knowing why it can costs the amount it does is important for informed decisions. Thus, by highlighting the cost of input in an illustration creates a sense of responsibility in people, as it urges them to ask why that price and not simply accepting it.

The poster illustrates how businesses operate their own markets targeting their own consumers. Tesla has made it its mission to revolutionize the industry and sell from the cheaper luxury market to the mass-market.

By using investment money to reduce the cost of production, Tesla's demand for the Model S. This decrease in supply will help the business to meet the rising demand for Tesla vehicles. The lower price, which can be achieved through decreased production costs, is then passed on to customers in the form of lower prices. Yogurt ice cream has more demand but because of its low supply, it costs more.

Although all three products in the poster are necessities made from milk, they vary in the types of consumers they attract because of their price-point. Semantics aside, from the high-end customers to the middle-paying class, the price difference is clearly illustrated in the poster. In order to fulfill the goal of moving from a zone and burn hydrogen economy towards a solar electric economy and increase their environmental impact.

The poster describes how businesses operate their own markets targeting their own consumers. Tesla has made it its mission to revolutionize the industry and sell from the cheaper luxury market to the mass-market.

As detailed in the poster, just as plants need water and nutrients to thrive, businesses need investments to fuel the growth of the business. In other words, for Tesla to gain beyond-parint status, it needs continued investment in the business. By buying their products, just as it helps the community by providing oxygen, companies like Tesla give back to the community. Similarly, many expect the benefits of investing without actually investing.

Drive for Success | 7
Led by Vice-Chair Tara Pichumani and Subcommittee head, Iris Zhao, the public policy subcommittee spearheaded its own advocacy cause named the "Electrifying the Future" campaign. This campaign fulfilled the mutually-beneficial relationship between Lynbrook FBLA and Tesla Motors, through the three phases of research, testing, and application, as members explored the intersecting points of public policy and business for educational purposes. In turn, members advocated and advanced reform through government means, easing consumer reservations about electric cars and Tesla as a whole.

RESEARCH
Recognizing that all successful lobbying campaigns require written plans, the subcommittee developed a comprehensive strategy in October. The written plan had the following components: the status quo and its current problems, a description of the campaign's objectives, a summary of its technical approach, including a target audience and their needs, target skills and specifications that would be developed, and a design concept. These components culminated in a final plan detailing campaign management, deliverables, events with detailed descriptions, goals, timelines and task lists, and the skills members would develop. The written plan was compiled into a 6-page document, equipping the subcommittee for guided success in the coming months.

Members engaged in a series of discussions as they developed a policy proposal for the City of San Jose. San Jose was selected as a test-location because it was the residence of the majority of subcommittee members. A four-point plan was developed into a written policy recommendation, after extensive research into San Jose's Green Vision environmental plan and the Department of Transportation codes.

TESTING
Once the structure of the campaign had been developed and a general outline of the policy proposal had been created, the team crafted an eye-catching media kit to be sent out to city departments, government officials, policy leadership groups, environmental non-profit organizations, and interested citizens. The media kit consisted of a cover letter, brochure, poster, and business card.

The public policy subcommittee recognized the need for expert opinion on the policy proposal. Various staff members in the Environmental Services department, such as Emily Mendoza, working on sustainability and compliance for Bright Green San Jose, helped FBLA members find the right experts on the topic. Finally, conference calls were held with Laura Stuchinsky, a sustainability officer within the Department of Transportation, to provide insight on the proposal. Stuchinsky refined the proposal and made it more applicable to a wider audience, providing the perspective of an older population, as well as feedback on what was feasible from an administrative perspective. For a more technical perspective on the proposal, an in-person discussion was also held with Tesla employee Dan Myggen, who is responsible for developing charging station infrastructure throughout the country. Myggen provided valuable insight on what types of technology were best for developing cost-efficient infrastruc-

ture and used his global experience to point the subcommittee in new directions with their proposal.

APPLICATION
During the application phase, the public policy subcommittee finalized the four policy recommendations that were presented in late January and also prepared the social media campaign that was initiated to advocate for change at the individual level and promote public support for the campaign.

DELIVERABLES

FOUR POINT POLICY RECOMMENDATION

1. Continue to work with 3 Green Vision Goals to change 100% of passenger vehicles from being gas to electric.
   This encourages the building of electric infrastructure and sends a positive message to citizens that the government is promoting zero emissions, and makes the government more visible to citizens as they purchase electric cars

2. Continue to expand the number of public EV charging stations.
   There are currently plans to create 43 charging stations in the downtown areas, but we propose to continue work in the suburban areas as well. We believe that we can create this through outlaiding, which is an excellent way to create industry and create jobs. We urge that there be business incentives provided for these companies to continue to charge electric infrastructure development.

3. Increase CA Gas Tax and implement any additional gas taxes.
   According to a survey only 1 in 3 Bay Area citizens would support a case in the CA gas tax because they do not feel that there is a sustainable alternative to gas cars. With easing maintenance on electric cars, we will be able to decrease the amount in support of a case in gas. Furthermore, as of now, the money is being redirected into infrastructure for the oil from sources. However, the money could be instead be used as business incentives for companies who produce electric cars, which would be far more effective in reducing emissions.

4. Continue San Jose's Green Vision Goal 1 to encourage electric vehicle technology jobs.
   So far, over 3 billion dollars have been invested in capital funding, but we propose that continued investment should have a renewed focus in the electric car industry. Since the electric car industry is still rising and is in its formative years, the focus from the government will slow expansion that will stabilize the market of charging electric cars that are sustainable to the masses. The faster the transition to electric cars, the more effective is in reducing emissions.
SOCIAL MEDIA CAMPAIGN

ONLINE PETITION
An online petition on change.org was created, containing the details of the policy proposal petitioned to the San Jose City Council. Although the target audience was San Jose residents, the petition attracted supporters from all across the Bay Area and even people around the world, truly extending its scope of outreach.

VIDEO CAMPAIGN
To voice their opinions on a more personal scale, individuals submitted video clips that were later posted on the website, along with a short bio. Each submission provided a unique perspective on the issue of electric cars, which viewers were able to learn from as they watched their peers’ videos. Within a week, over 20 different individuals submitted videos.

FACEBOOK EXPOSURE
Through the use of "memes", a unit for carrying cultural ideas, Lynbrook FBLA members were able to spread the success that Tesla Motors has had in revolutionizing the electric car industry by appealing to the younger generation through witty and eye-catching visuals.

CITY HALL PRESENTATION
To submit the final policy recommendation on January 27, 2014, Subcommittee head Iris Zhao, Project Vice-Chair Tara Pichhumani and Project Chair Susmitha Bhat prepared a 15 minute presentation for the San Jose Youth Commission in the San Jose City Hall chambers. The presentation represented the culmination of members' efforts within the subcommittee. As an advisory body to the city council, the Commission debated the policy proposal from Lynbrook FBLA and approved it in voting procedure unanimously, which then was submitted in a formal policy recommendation to the San Jose City Council for review. Youth Commission staff Betty Ramirez played a key role in the coordination of the public policy subcommittee and advancement of the proposal up the chain of government authority.

OUTREACH
Recognizing the reality that significant change in policy would take years to occur, the campaign was originally developed with the intention to lay the foundation for future change to occur. Subcommittee head Iris Zhao and Vice-Chair Tara Pichhumani reached out to 24 different organizations and elected officials. One such elected official, Assemblymember Paul Fong showed his support for the project by sending the team a letter of recognition. This fulfilled the purpose of having these organizations and officials recognize the significance of the cause, while encouraging others to adopt the cause as one of their own. Through this process, members really began to understand the importance of interest groups and learned about their power in advocating for change in the America’s highly bureaucratic governmental system.
The Marketing Subcommittee led by Project Member Kevin Lin, and supervised by Project Public Relations officer, Eric Wong was created for the purpose of both raising awareness about the importance of investing in electric vehicle technology throughout the community, as well as providing members with the opportunity to learn about the process that consultants often engage in to market businesses in a methodical manner. The Marketing subcommittee created a timeline that included a research, development, and outreach phase, so as to make events executable. The strong adherence the subcommittee had to the timeline, made it so that the final deliverable, a SWOT analysis board was created and field tested.

**RESEARCH**

In order to gain a more comprehensive understanding of members’ knowledge of Tesla, during the month of November, a survey was devised for the purposes of market research. Receiving an overwhelming number of responses, individuals of diverse demographics and age-groups filled out the survey, which was later analyzed by members of the marketing subcommittee. The survey found that while many knew of Tesla as a luxury electric car company, they were not aware of Tesla’s marketing strategies and goal of revolutionizing the electric car industry by making a more affordable 3rd generation vehicle. All of these discoveries and affirmations proved themselves to be crucial for the subsequent research. With that in mind, Marketing subcommittee members set off to further research the strengths, weaknesses, opportunities, and threats for Tesla as this methodical process of researching is well-known in the marketing and consulting fields of business.

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**SHOWROOM EVENT**

To introduce members to Tesla and its ability to capture peoples’ attention with its sleek design and technological power, a showroom event was held at Santana Row, one of the largest shopping complexes in the area. On November 30, over 80 members interacted with the Tesla vehicles on display in the showroom, to better understand the characteristics of the company. Members asked specific questions they had to the Tesla employees at the showroom about the technology and their marketing strategies. In the end, crucial information was gained about the company’s vision that provided a strong framework for the marketing team’s future activities. Members understood Tesla’s deliberate marketing strategy of non-involvement as they had their own experience with the showroom and its attributes that subtly attract consumers. The showroom event, being the first event of the project and open to all members, was concluded with a committee lunch afterwards where members networked with others and met those whom they would be working with for the duration of the project and beyond.

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**DEVELOPMENT**

After being introduced to Tesla as a business and being exposed to how Tesla conveniently markets to the public, members had the opportunity to begin some of their own marketing plans.

**DELIVERABLE**

Subcommittee members worked with Kevin Lin and Eric Wong to create a visually appealing poster board that presented the researched data. In order to present their data in the most structured and graphically organized manner, members displayed their research through a SWOT analysis (also known as Strengths, Weaknesses, Opportunities, and Threats analysis), which is a classic strategy used by many consul-
IMPLEMENTATION

...tants to not only identify a business’ current standpoint but also use that knowledge in an effort to make recommendations regarding the next steps a business should take.

Through the SWOT analysis and creation of the poster board that represented the data, members were able to clearly differentiate between what Tesla, as a business can control, and what they would rely on industry pressures. Strengths and Weaknesses are often internal to the business, while Opportunities and Threats relate to external factors. After recognizing Tesla’s competitors, members quickly began performing a similar test on the competitors in order to determine how Tesla can leverage its strengths and downplay its weaknesses while leveraging the opportunities and addressing the threats. With students discussing and engaging in discussions about the final recommendations, members realized that matching a strength with an opportunity provides Tesla with the ability to take advantage of a favorable situation, while a weakness matched with a threat provides something that Tesla should keep an eye on. The entire concept of the SWOT analysis was extremely empowering to students who began to see the power of consulting and providing a business with recommendations.

OUTREACH

With this knowledge in mind, subcommittee members began the outreach phase by not only presenting at elementary, middle, and high schools, but also by teaming up with the Economics Subcommittee at the Business Simulation Event, where Marketing subcommittee members had the opportunity to work with other dedicated students in the Economics subcommittee, all in an effort to learn more about the intersection between Economics and Marketing and how to present the information in a more cohesive manner. Through the outreach phase of the subcommittee’s program of work, members learned the importance of using technical language while marketing instead of merely creating a hype around a product or service. By using economic concepts to prove the importance of investing in Tesla when the company is relatively young, members explained that not only would the consumers themselves reap the benefits, but the environment would also benefit from the investment. Investing in a strong business like Tesla will also aid the business in cutting their costs so that they can increase their supply and overall expand their consumer base.

3MARKETERS FIRM

On January 31, Members had the opportunity to collaborate with professional marketing experts through a business tour of 3Marketers, a local firm that provides a full-range of marketing services to clients. The tour, though it attracted a majority of our membership, had to be capped due to the limited size of the 3Marketers facility. Members interacted with professionals in traditional advertising, graphic design, website management, copywriting, and more progressive forms of marketing. The business tour provided many ideas for project members to utilize within the project, and gain perspective while drawing connections between the innovative firm and Tesla’s modern approach towards advertising. Many of the members also noted the importance of choosing a color scheme when designing any promotional or outreach materials. They were able to utilize this observation when creating the SWOT analysis board which features strong colors like black, red, and white. These same colors are employed by Tesla on their website which gives a streamlined and sleek look with its use of basic yet bold colors. Throughout the project, the Marketing subcommittee got a very technical perception of Marketing with respect to the content, but through the 3Marketers tour, members also had the opportunity to see marketing in a more creative and presentation focused perspective. The tour even influenced the Technology subcommittee to maximize their outreach potential by interacting with employees like CEO Jeff Holmes at 3Marketers who took interest in sharing the importance of cohesive and streamlined website designs. This piece of information inspired the Technology subcommittee to go for a more modern approach with the website, as opposed to going with a more basic and color-blocked design. It also influenced the Economics subcommittee to rework their poster designs and the Marketing subcommittee that confirmed the importance of having a well-developed color scheme.

Art Director, Hoang Tran educates business tour attendees on the importance of design while marketing businesses.

Going on the 3 Marketers tour, I wasn’t sure what to expect. I thought the tour would be extremely formal and uptight, but that the business tour would reflect that I was wrong. Upon arrival, Mr. Holmes gave an overview of his company. He also showed us a few projects they were working on and it was amazing to see how much effort goes into each final product. Overall, it was an eye-opening and fun experience.

—Teresa Chiu, Project Member

I learned how to utilize SWOT analysis to determine the status quo of a business. By serving as the Marketing Subcommittee head, I was able to get a larger picture of the project. This perspective aided in the process of planning and executing events that would cater to the Marketing subcommittee while staying in line with the overall project mission.

—Kevin Lin, Marketing Subcommittee head

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On February 18, 2014, Lynbrook High School’s Partnership with Business committee held the Drive for Success Summit, a culminating conference at the Tesla Motors factory in Fremont, California. Hosted from 9 am to 5 pm, 50 attendees from the entire Lynbrook student body and four Tesla employees attended the conference for a day of teambuilding and learning.

MENTOR INTRODUCTION
To familiarize members with the Tesla employees they would be working with in the process of getting feedback on their proposals, at around 3:30 pm, mentors gave a quick introduction about how their high school, college, and work experiences changed their interests and career paths. While Mr. Iyer focused on speaking about the Technology and Global outreach he has initiated, Mr. Phillips focused his introduction on his leap from college to the corporate environment at Tesla Motors, working now as an Executive Recruiter. Following Mr. Phillips, Program Manager, Dan Myggen, discussed some of the challenges he faced when negotiating deals for the growth of Tesla’s Supercharger infrastructure. Finally, Tobias Kraus, shared his experiences at Tesla as a Senior Manager of Finance.

CASE STUDY COMPETITION
At around 4 pm, Project Treasurer Rahul Iyer gave an overview of the Case Study Competition, the highlight of the conference. Each team was randomly assigned a topic corresponding with one of the subcommittees: Marketing, Public Policy, Economics, Finance, and Technology. These topics were developed to utilize the skills members had developed over the project. All members would have the opportunity to collaborate with different Tesla employees, who each specialized in one of the subcommittee fields.

After the preparation period, members gave five minute presentations with a short Q&A session to a panel of judges consisting of Tesla employee mentors and Project Chair and Vice Chair Susmitha Bhat and Tara Pichhuri respectively. Groups were evaluated using a rubric that measured the cohesiveness and presentation of their plan. The unique aspect of the case study competition lied in the nature of the topics given to members. Members looked beyond basic business concepts and definitions into scenarios that required contemplation of how basic features of a company’s product and management are related to that company’s successes and failures. They synthesized multi-layered plans, providing insightful feedback to the Tesla employees and, in turn, developing their critical thinking skills.

AWARDS
After the panel of judges deliberated the results, a short award ceremony was held to celebrate achievements of the participants. Tesla employees received gift bags and all members received a certificate and customized pencils. Framed certificates were awarded to the Second and Third Place winners, while the First Place winners were awarded plaques.

All groups were praised by Tesla employees and the project officers for the creativity of their presentations and students left the conference with a clear understanding of the application of basic business concepts, Tesla’s vision, and a passion for bringing societal change with regards to electric vehicle technology.

Interview: A drive for success participant said, “Drive for Success Summit was an amazing experience and I enjoyed the tour at the Tesla facility which was very insightful and I got to see a lot of cool things that Tesla does to make it a Car. I liked the competition in groups and the presentations because it promoted teamwork and research and I learned a lot more about Tesla through this experience. Also even though my group did not win any place or prize, we still thought we did well and learned quite a bit.”

-Mario Masarada, Project Mentor
Project Impact

RESULTS

IMPACT ON LYNBROOK FBLA:
LEARN BUSINESS CONCEPTS
Through the outreach that Lynbrook FBLA has accomplished, the club has established itself as a leader in the community. It now plays an active role in promoting community education and involvement and has spearheaded the revolution of individuals contributing to environmental change.

Lynbrook FBLA has also, through interacting with such a wide array of professionals, been able to create lasting relationships between business leaders and its club members. Connections made through these opportunities will provide future success in planning chapter speaker events, workshops, and other forms of business interactions in the future, which are all beyond the scope of the project, as well as advancing individual career interests.

Finally, Lynbrook FBLA, through its interactions with Tesla, has most greatly benefited from the qualities it learned from Tesla. By partnering with a small business that has an international focus, Lynbrook FBLA has learned how individuals work effectively to create a movement that transcends simply accumulating profit, or in a club standpoint, simply increasing membership without substance. Tesla has taught Lynbrook FBLA that each activity, process and idea it implements is in accordance with its vision, which is to affect change on a larger, societal level. The innovative techniques and ideas it uses for marketing, product design, and manufacturing are concepts that Lynbrook FBLA members have learned about FBLA, which they can adapt and apply to future chapter activities, promotion, competitive success, and more. Lynbrook FBLA has created recognition for the organization, increasing potential membership and strengthening FBLA as a whole, through the Partnership with Business committee’s efforts in presenting to students across the educational spectrum and reaching out to different individuals and organizations.

IMPACT ON TESLA:
EXPAND CONSUMER BASE
Each subcommittee contributed to the mutually beneficial relationship in a different way. Tesla benefited from the original mission to expand its consumer base as members analyzed the different facets of its business.

The Finance subcommittee, through its detailed report, provides a cohesive argument for why the Tesla Model S is superior to other cars in terms of personal finance. The Finance subcommittee developed materials to persuade existing target markets to purchase Tesla vehicles.

The Technology subcommittee, through its interactive website, channeled the same innovative marketing ideas representative of Tesla itself. The interactive website, along with other subcommittee activities, provide educational tools for anyone to learn about the technology of the vehicle, bringing a sense of appreciation for the innovation and creativity of the vehicle.

The Economics subcommittee targeted the youngest age group by developing outreach materials and testing them at various elementary schools and middle schools throughout the area. These materials will be available to the public at libraries and community centers to build the backbone of Tesla’s future generation of consumers.

The Public Policy subcommittee, through its lobbying campaign, expanded Tesla’s future consumer base by laying the foundation to build the necessary infrastructure to ease ownership of electric cars. By making ownership of electric cars more feasible, Tesla truly will be able to reach out to the mass population when selling its vehicles.

Finally, the Marketing subcommittee, through its Showroom event and and SWOT analysis presentations, were geared towards high school students and adolescents to further build the future generation of Tesla’s consumers. These forms of outreach proved that technical concepts can be transformed into outreach tools that attract the general population.

Through the success and diversity of each subcommittee’s outreach, Tesla will now be able to construct a solid, multifaceted, marketing plan for the future that incorporates all aspects of business. The tools of outreach Lynbrook FBLA has created to expand its consumer base serve as models for Tesla to adopt as their own.

IMPACT ON COMMUNITY
Each subcommittee provided a different form of community education and stressed the critical need for environmental change. The presentations and outreach emphasized the need to switch from gas to electric as soon as possible. The project highlighted the economic and personal aspect of global warming, and why gas as a major energy source is not sustainable. The project further underscored the sustainability of the Tesla vehicle as an alternative to regular cars and cars that run off of alternative fuels, providing the community with more environmentally friendly and viable options.
SKILLS DEVELOPED

Beyond the basic skills of communication, public speaking, professionalism, and teamwork that were developed throughout this project, Lynbrook FBLA members also gained unique skills that changed their perspective on the electric car industry.

TECHNICAL WRITING
The Drive for Success project allowed members to develop technical writing skills. Ranging from the financial report and public policy recommencement, to captions for the Poster Publishing projects, each subcommittee provided a medium for members to practice and receive feedback on technical writing in a wide array of business concepts.

EVENT PLANNING
Many activities throughout the project required involvement in logistical planning beyond the officer team. Many subcommittees had their own event coordinator positions, where members could choose to take on leadership roles within their own subcommittees to plan events, while others delegated responsibilities to members informally.

PUBLIC RELATIONS
Through the project, members developed the ability to market FBLA and Tesla beyond the student body and to understand the necessity of garnering feedback while field testing, so that the information could be taken back to the development team to improve the deliverable.

INTEGRATING TECHNOLOGY
As technology becomes more integrated within society, separating the world of business and technology is becoming increasingly difficult. As a result of this trend, members learned to incorporate technology in the development of their deliverables, whether it was through the creation of the interactive website or the use of social media in the Public Policy campaign. Equipped with this skill, members are now better prepared to enter into a more modern professional environment.

CRITICAL THINKING
Through the case study competition members developed critical thinking skills, as success in the competition was earned through the ability to isolate the identified problem and provide a solution. The scenarios presented during the competition all encouraged members to think outside the box and expand their thinking to a level where synthesis and application take higher priority over basic knowledge.

CONCEPTS LEARNED

FINANCE
By conducting market and statistical research of consumer trends and sustainable energy, members of the Finance Subcommittee compared trends and analyzed what these trends revealed about the market. Members gathered data about current supplies of natural resources, then made inferences about future energy-related trends. While speaking with financial analyst, Ronald Matsui, members learned about the process financial analysts use. Ultimately, the Finance Subcommittee learned about statistical analysis and how it's applied in the process of cost-benefit analysis.

TECHNOLOGY
The Technology Subcommittee went in depth into the technological marvels of the Tesla Model S. Members were able to communicate with Tesla employees in a panel presentation, and later learned about the internal structure of the Tesla Model S. Technology is a field that is continuously growing and expanding, so the ability for members to work with professionals allows them to gain important experience. Members then gathered all the concepts they learned and created a professional website detailing the technology of the Model S and similar clean energy cars. Members were able to learn about the process of making a website along with the technicalities of designing an interactive portfolio.

ECONOMICS
Through the Economics Subcommittee, members learned about the application of basic microeconomic concepts. By understanding how these economic concepts affect a business like Tesla, members created analogies that children would understand. To garner the attention of older students, the Economics subcommittee worked with the Marketing subcommittee to help strengthen marketing plans by using economic principles, contributing to the members' ability to learn about Economics and its application.

PUBLIC POLICY
The public policy subcommittee provided a means for members to understand the core of a grassroots campaign. Members interacted with all types of government departments, elected officials, interest groups, and citizens to ensure the success of their campaign. Additionally, while researching and developing the policies for the proposal, members learned concepts about developmental economics and how government legislation can be used to nurture a new industry, through environmental policy, fiscal policy and city planning, and other areas.

MARKETING
Through the Marketing Subcommittee, members learned the importance of condensing information and communicating that information to a wide audience. Through the presentation of the SWOT analysis poster board, members learned how to pro-
cess large amounts of data. Members also learned basic consulting principles. One such concept is knowing how to establish the status quo of a business and delineating measures to improve conditions. With this sort of experience, members felt they were more equipped to study and understand the power of making recommendations for a business. Thus, members learned about the importance of both target marketing and the adherence to the SWOT analysis method.

**Degree of Involvement and Publicity**

**RESULTS**

**DEGREE OF INVOLVEMENT**

**HOURS SPENT**
The success of the project was a direct result of the extensive involvement of the project officers, chapter members, and professional involvement. Each subcommittee, through its various activities, required engaging and motivating members who went above and beyond the original goals of the project. A total of 235 members and 3,145 hours were devoted to the project.

**PERSONAL CONTACT**
Project officers held various forms of communication with members and other contributors to the project. Frequent project announcements and meetings were held both in-person and through Facebook and email. Interaction with professionals was facilitated in the same manner.

**EXECUTIVES CONTACTED**
There were many executives who contributed to the success of the project. Each subcommittee interacted with specialists in their respective field, and the scope of the project reflects the diversity of professionals that were involved. Overall, there were 51 executives contacted that played a key role in the project.

**PUBLICITY RECEIVED**

**ONLINE OUTREACH**
The project achieved outreach through numerous forms of online communication. The project created a website, with different pages for each subcommittee that allowed instant updates on the progress of each subcommittee of the project. The project also had announcements on the Lynbrook FBBA page, where general members could find ways to get involved even if they were not already in the committee. Finally, various social networking sites such as Facebook, Instagram, and Youtube website were used to raise further publicity for the project.

**COMMUNITY-WIDE OUTREACH**
Community-wide publicity was achieved through the events and activities held for the entire student body of over 1,900 students. This was achieved through events that involved community organizations and social networking campaigns; numerous announcements were sent that attracted the attention of FBBA members throughout the Bay Area and beyond. The project's activities targeted students of the entire educational spectrum. Thus, the scope of the project's publicity was present not only in the numbers, but also in the diversity of individuals engaged.

**LETTERS OF RECOGNITION**
Additional recognition was provided by government officials, city departments, non-governmental organizations, and the media. After contacting over 80 community leaders through phone conversations, letters, and email communications, 26 executives extolled the project's extensive efforts and success in laying the foundation for environmental change. Officials from many different city departments and non-governmental organizations commended the project. Finally, the project was featured in over 16 publications and community newspapers.